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FUJIFILM ANNOUNCES CREATION OF FUJIFILM NORTH AMERICA CORPORATION

New Entity Merges Several U.S. Companies to Strengthen Fujifilm Presence in North America, Tap Synergies and Enhance Cross-Company Operations

Valhalla, NY, November 16, 2009 – Fujifilm today announced that effective January 1, 2010 it is creating a new organization, FUJIFILM North America Corporation, which will merge FUJIFILM U.S.A., Inc. and FUJIFILM Graphic Systems U.S.A. Inc. FUJIFILM Canada Inc. will become a subsidiary of the new company as of April 1, 2010.

“The creation of this unified organization will enable us to build a stronger presence in the North American markets and realize greater collaboration between businesses,” said Ryutaro Hosoda, President FUJIFILM Holdings America Corporation. “Most important, it will allow us to serve our customers even more effectively and efficiently by taking full advantage of the skills and knowledge of our people.”

FUJIFILM North America will bring together five operating divisions: photo imaging products including digital photo processing equipment and services supplying commercial and consumer customers; graphic systems products and services supplying the printing industry; consumer digital cameras; motion picture films; and the Canada Division (operating as FUJIFILM Canada Inc.) which markets multiple Fujifilm products.

About Fujifilm

FUJIFILM Holdings America Corporation is the holding company for U.S.-based Fujifilm companies operating in 32 states and engaged in the research, development, manufacture, sale and service of Fujifilm products. The company serves a broad spectrum of U.S. industries including life sciences, electronic, chemical, graphic arts, information systems, motion picture, broadcast, and photography. FUJIFILM Corporation was among the top 15 companies around the world granted U.S. patents in 2008. In the year ended March 31, 2009, the company had global revenues of \$24.8 billion. Fujifilm companies everywhere support a global commitment to environmental stewardship and good corporate citizenship.

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